

2010

2010 American Incentive System Almanac

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2010

AMERICAN INCENTIVE SYSTEM ALMANAC

A DAILY CHRONICLE OF ENTERPRISE

by
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**YOUR 2010
AMERICAN INCENTIVE
SYSTEM ALMANAC**

A
Commemorative Issue
of

The Entrepreneur

a quarterly journal
of the

Belden Center for
Private Enterprise Education

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An almanac is a record of days past and days to come. Since the ancient Egyptians first devised calendars to tabulate the passage of time, our lives have been regulated by their pages. Each day, each month is a milestone in the passage from youth to old age. Each week holds its promise of struggle and reward, of ideas achieved and triumphs won.

The **AMERICAN INCENTIVE SYSTEM ALMANAC** is a record of the progress of our nation and its people, of mankind's onward march through the centuries to economic freedom and greater material blessings. The idea of freedom applied to the marketplace is chronicled from ancient to modern times.

This **AMERICAN INCENTIVE SYSTEM ALMANAC** offers not only room to jot down notes of your daily affairs but also 365 brief reminders of great enterprising events and relevant comments on the idea of freedom applied to the marketplace. You will enjoy recalling and commemorating the stirring events, and the great people and ideas behind them, which have been the basis for history's greatest economic miracle, American Capitalism.

Your **AMERICAN INCENTIVE SYSTEM ALMANAC** begins with "**What would a day in your life be like without the American Incentive System?**"—an hourly chronicle of the miserable, drab existence on a typical day in an Eastern bloc country which so many are fleeing or trying to reform. It will remind you that America can only be the land of the free as long as it is the home of the brave.

Major holidays and **seasons** are also factored into your **AMERICAN INCENTIVE SYSTEM ALMANAC**. Another feature is "**Yearscope**" which allows you to note and chart your activities by the month, and a "**Names/Address/Phone**" section with pages for "**Personal Records**" & "**Notes.**" Have a great year!

What would a day in your life be like

WITHOUT

the American Incentive System?

7 a.m.

Time to start the day with a cup of coffee. There's only one brand. Quality's not too good, but you probably won't know that, since you've never had an opportunity to select from different brands competing for your taste preferences.

8 a.m.

Off to work. Many of the kinds of jobs you work at today won't exist, for there would be no incentive to risk money creating jobs if there were no opportunity to make a profit.

9 a.m.

Perhaps there's a meeting at work this morning to discuss productivity. No reward particularly for doing a better job, but remember there may not be lots of places where you can look for work; so you work harder, longer, without any real hope for significant improvement.

10 a.m.

You have a doctor's appointment. Although you may not need to bring any money, you probably won't have much choice in who treats you--or even in the quality or timeliness of treatment.

12 noon

Lunch time. There's a restaurant not far away. Food's not particularly good and the menu has been the same for six months--but since there are few choices, it really doesn't make a lot of difference.

3 p.m.

Time to pick up the kids. You're the only one on the block with a car. Oh, the Smiths ordered one eighteen months ago; they'll be able to help out when and if it comes in.

7 p.m.


TV time. No advertising to interrupt your favorite program. In fact, there won't be too many favorite programs. Tonight there is a report on the benefits of the classless society.

11 p.m.

Bedtime, and you can't understand why you're always bored; no zest for life, never anything challenging to look forward to.

Is this an over-simplified version of life without the American Incentive System? Too dramatic? Too pessimistic? Perhaps, but before you answer, think about it a little while. Is the competitive system--free-choice, your right to decide for yourself what quality of life you wish for your family, how you will live, what you will buy and what you will pay, is freedom itself--important to you? Ask anyone who has lived under another system.

AMERICAN INCENTIVE SYSTEM ALMANAC

1 Fri 



JANUARY

New Year's Day -- Nowadays money is like a New Year's Resolution -- you make it, but you can't keep it.

2 Sat

Patent for Oleomargarine issued to H.W. Bradley in 1891. You can't have your bread and loaf, too.

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A DAILY CHRONICLE OF ENTERPRISE

3 Sun

JANUARY

If you expect a people to be ignorant and free, you expect what never was and never will be. *Thomas Jefferson*

4 Mon

What is more mortifying than to have missed the plum for want of courage to shake the tree-- *Logan Pearsall Smith*

5 Tue

If there were no bad people, there would be no good lawyers. *Charles Dickens*

6 Wed

Transatlantic telephone service began, 1927. Man, like a tortoise, moves forward by sticking his neck out.

7 Thu

Henry ford announced wages of five dollars a day in 1914. Business critics said he'd go broke doing it. No statue has ever been erected to honor a critic.

8 Fri

Closed-circuit TV broadcast, N.Y., 1940. The world expects results. Don't gripe about labor pains. Show them the baby.

9 Sat

Thomas Paine published Common Sense in 1776, emphasizing the benefits of being free and independent of England.

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AMERICAN INCENTIVE SYSTEM ALMANAC

10 Sun

JANUARY

First great oil strike in Texas, 1901. Luck is when opportunity meets preparation.

11 Mon

He that invents a machine augments the power of a man and the well-being of mankind. *Henry Ward Beecher*

12 Tue

The more people who own little businesses, the safer our country will be; they are its best citizens. *John Hancock*

13 Wed

No lawyer needs to interpret the Bill of Rights. They are as clear as the Ten Commandments. *Herbert Hoover*

14 Thu

The man who builds a factory builds a temple; the man who works there worships there. *Calvin Coolidge*

15 Fri

Don't tell people about your indigestion; "How are you!" is a greeting, not a question. *Arthur Guiterman*

16 Sat

I like to see man proud of the place in which he lives ... and live that his place will be proud of him. *Abraham Lincoln*

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17 Sun

JANUARY

Success is a matter of luck. Ask any failure. *Earl Wilson*

18 Mon

Martin Luther King, Jr.'s Birthday Observed -- Keep the Dream Alive

19 Tue

Toughest thing about making a living? Getting up and doing it all over again tomorrow--buying things we don't need with money we don't have to impress people we don't like.

20 Wed

There is nothing so likely to produce peace as being prepared to meet the enemy. *George Washington*

21 Thu

Contrary to the cliché, genuinely nice guys most often finish first, or very near it. *Malcolm Forbes*

22 Fri

Have patience. All things are difficult before they become easy. *Saadi*

23 Sat

Don't go around saying the world owes you a living. The world owes you nothing; it was here first.

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AMERICAN INCENTIVE SYSTEM ALMANAC

24 Sun

JANUARY

National New Idea Week -- Think more effectively and creatively; it will improve your professional environment.

25 Mon

The devil loves the intolerance of reformers, and dreads their charity and patience. *James Russell Lowell*

26 Tue

Success is that old ABC -- Ability, Breaks, and Courage

27 Wed

Reform must come from within, not from without. You cannot legislate virtue. *Cardinal James Gibbons*

28 Thu

The average economist thinks he knows more about money than the people who have it.

29 Fri

Studying economics won't make us millionaires nor keep us out of soup lines, just understanding how we got there.

30 Sat

Five percent of the people think; ten percent of the people think they think; and the other eighty-five percent would rather die than think. *Thomas A. Edison*

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A DAILY CHRONICLE OF ENTERPRISE

31 Sun

JANUARY

Disneyland under construction in Anaheim, California, 1954. Generally, those most successful have the best information.

1 Mon



FEBRUARY

To tax and to please, no more than to love and to be wise, is not given to men. *Edmund Burke*

2 Tue

Money makes money; and the money that money makes makes more money. *Poor Richard's Almanac*

3 Wed

First Electric Portable Typewriter sold in 1957. I still have my 1968 version (somewhere).

4 Thu

Change occurs through dealing with problems, not because of marketing nor advertising campaigns alone.

5 Fri

Set your course by the stars, not by the lights of every passing ship.

6 Sat

Babe Ruth born, 1895. Career record of 714 home runs; he struck out 1330 times, a record also matched by few others.

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AMERICAN INCENTIVE SYSTEM ALMANAC

7 Sun

FEBRUARY

Inflation is when the creaking of the pillars of the economic system can't be heard above the rustling of the banknotes.

8 Mon

A friend may well be reckoned the masterpiece of nature.
Ralph Waldo Emerson

9 Tue

Baseball Catcher's Mask patented by F.W. Thayer, 1878.
Some go through life with a catcher's mitt on both hands.

10 Wed

Some are born great, some achieve greatness, and some have greatness thrust upon 'em. *Shakespeare*

11 Thu

The year is divided into four seasons: shoveling, seeding, mowing, and raking.

12 Fri



Lincoln's Birthday -- You can't help the wage earner by pulling down the wage payer. *Abe Lincoln*, born 1809.

13 Sat

Inventor Cyrus McCormick born 1809. Remember a first failure is often a blessing.

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A DAILY CHRONICLE OF ENTERPRISE

14 Sun



FEBRUARY

Valentine's Day -- Marry the right person and you double your blessings and half your sorrows. *Ben Franklin*

15 Mon

President's Day -- Trying to streamline the functioning of Congress is like painting racing stripes on an arthritic camel.

16 Tue

The worst crime against working people is a company which fails to operate at a profit. *Samuel Gompers, A.F.L. founder.*

17 Wed

In the middle of difficulty lies opportunity. *Albert Einstein*

18 Thu

No people can adore the invisible hand of God in the affairs of men more than those of the U.S. *George Washington*

19 Fri

I had six honest men. They taught me all I knew. Their names were Where and What and When and Why and How and Who. *Rudyard Kipling*

20 Sat

Price: Value, plus a reasonable sum for the wear and tear of conscience in demanding it. *Ambrose Pierce*

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AMERICAN INCENTIVE SYSTEM ALMANAC

21 Sun

FEBRUARY

Income tax amendment, 1913. A welfare state assumes responsibility for all of its citizens except the taxpayers.

22 Mon

Heinrich Rudolph Hertz, discoverer of radio waves, born 1857.

23 Tue

Ours is the only country founded on a good idea. *John Gunther*

24 Wed

No man is good enough to govern another man without the other's consent. *Abraham Lincoln*

25 Thu

There is nothing so likely to produce peace as being prepared for the enemy. *George Washington*

26 Fri

Thomas Edison patented the phonograph in 1878. The man who wakes up and finds himself famous hasn't been asleep.

27 Sat

The world does not pay for what a person knows; it pays for what he does with what he knows.

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A DAILY CHRONICLE OF ENTERPRISE

28 Sun

FEBRUARY

Capitalism did not create poverty; it inherited it. *Ayn Rand*
We were so poor, we couldn't afford to pay attention.

1 Mon



MARCH

Inventor Alexander Graham Bell born 1847. Don't lose heart if your pet idea is killed. If it's right, it will come back to life.

2 Tue

U.S. Constitution in effect, 1789. Government big enough to give you everything is big enough to take it from you.

3 Wed

The bigger a man's head gets, the easier to fill his shoes.

4 Thu

B & O Railroad started in 1827, as Baltimore merchants attempted to compete better with their New York rivals.

5 Fri

My affections were first for my own country, and then, generally, for all mankind. *Thomas Jefferson*

6 Sat

Alexander Graham Bell patented the telephone, 1876. Early to bed and early to rise -- work like crazy and advertise.

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AMERICAN INCENTIVE SYSTEM ALMANAC

7 Sun MARCH

Rotary Club founded, Chicago, 1905, to promote the "idea of service" to encourage high ethical standards in business.

8 Mon

First commercial motion picture theater opened in 1894.

9 Tue

Double -- no, triple -- our troubles and we'd still be better off than any other people on earth. *Ronald Reagan*

10 Wed

First transatlantic radio broadcast, 1925. The world is not interested in storms you met, but did you bring in the ship.

11 Thu

Success covers a multitude of blunders; but, remember that it's a lot harder to stay on top than it is to get on top.

12 Fri

A lot of people don't recognize opportunity because it goes around wearing overalls and looking like hard work.

13 Sat

Henry Ford was once asked by an employee, "How can I be a success?" His answer, "When you start a thing, finish it."

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A DAILY CHRONICLE OF ENTERPRISE

14 Sun MARCH

DAYLIGHT SAVINGS TIME BEGINS -- Spring forward. Eli Whitney patented the cotton gin, 1794.

15 Mon

I believe in America because we have the opportunity to make great dreams come true. *Wendell L. Wilkie*

16 Tue

What makes a nation in the beginning is a good piece of geography. *Robert Frost*

17 Wed

St. Patrick's Day -- Feeling lucky? Remember this -- the harder we work, the luckier we get.

18 Thu

Don't worry because a rival imitates you. As long as he follows in your tracks, he can't pass you.

19 Fri

It's all in how you say it. "You look like a breath of spring." (Exact meaning: "You look like the end of a hard winter.")

20 Sat

Spring Begins -- Millions of American motorists respond to the call of the open pothole.

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AMERICAN INCENTIVE SYSTEM ALMANAC

21 Sun

MARCH

What is more mortifying that to have missed the plum for want of courage to shake the tree -- *Logan Pearsall Smith*

22 Mon

America is an example to nine-tenths of the human race born without heredity, fortune, or rank. *Daniel Webster*

23 Tue

What is life's heaviest burden? To have nothing to carry.

24 Wed

Successful businessmen don't talk of minimizing risk. They talk of maximizing opportunity. *Peter Drucker*

25 Thu

Never say you know a man until you have divided an inheritance with him. *Jim Lavater*

26 Fri

AMF, Inc., makers of recreational products, was incorporated on this day in 1900 in New Jersey.

27 Sat

An economist is the fellow who'll figure out tomorrow why the things he predicted yesterday didn't happen today.

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A DAILY CHRONICLE OF ENTERPRISE

28 Sun

MARCH

First Washing Machine patent issued to Nathaniel Briggs in 1797, a hundred years before electricity and human ingenuity produced the ancestor of the present-day machines.

29 Mon

Here's a brief sermon on resourcefulness: "If a man will not work, he shall not eat." *II Thess.3:10*

30 Tue

Leaders have two characteristics: (1) they are going somewhere; (2) they can persuade others to go with them.

31 Wed

To compel a man to furnish money for opinions he disbelieves and abhors is sinful and tyrannical. *Thomas Jefferson*

1 Thu



APRIL

Ah! How appropriate that this Month of the Tax opens with April Fool's Day, and closes with "Mayday! Mayday!"

2 Fri

So many books on how to profit in bad times! Makes you wish for a catastrophe so everyone could get rich.

3 Sat

Bureaucrats are nearly all alike; they think it's their business to delay other people's business.

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AMERICAN INCENTIVE SYSTEM ALMANAC

4 Sun

APRIL

Easter -- Christ is risen! Celebrate it every Sunday.

5 Mon

The only limit to our realization of tomorrow will be our doubts of today. *Franklin D. Roosevelt*

6 Tue

This government never furthered an enterprise, but by speedily getting out of its way. *Henry David Thoreau*

7 Wed

The American Republic will endure until the politicians learn to bribe people with their own money. -- *Alexis de Tocqueville*

8 Thu

Friendship founded on business is a good deal better than a business founded on friendship. *John D. Rockefeller*

9 Fri

United States Patent System established in 1790. Ability is a poor man's wealth.

10 Sat

Even a parrot can be a learned political economist -- all he must learn are two words: "supply" and "demand."

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A DAILY CHRONICLE OF ENTERPRISE

11 Sun

APRIL

Patrick Henry declared, "Give me liberty or give me death!" in 1775. If he thought taxation without representation was bad, he should see it with representation.

12 Mon

Kites rise against, not with, the wind. No man ever worked his passage anywhere in a dead calm.

13 Tue

The story of liberty is a history of limitations of governmental power, not the increase of it. *W. Wilson, 1912.*

14 Wed

Death and taxes are certain, but is death an annual event?

15 Thu

Don't know what your tax bracket is? Look up "bracket" in the dictionary. It's something that nails objects to the wall.

16 Fri

Ray Kroc opens his first McDonald's in 1955. If you put all of your eggs in one basket, watch your basket.

17 Sat

In 1934, the first laundromat, which was called a "Washeteria," opened in Fort Worth, Texas.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

18 Sun

APRIL

C.L. Shole's first practical typewriter, 1868. The word processing revolution has begun.

19 Mon

U.S. Social Security System made first benefit payment in 1937. Social Security taxes have risen faster than any other type of taxes in the last two decades.

20 Tue

Increased wages, pensions, unemployment insurance are of no avail if the purchasing power falls faster. *B. Baruch*

21 Wed

Office Professional's Day -- Want a good answer? Ask the boss. For a correct answer, ask the office professional.

22 Thu

The first public showing of a motion picture in New York City, 1896.

23 Fri

Keep trying. Only from the valley, the mountain seems high.

24 Sat

Liberty is the one thing you cannot keep unless you are willing to give it to others. *William Allen White*

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A DAILY CHRONICLE OF ENTERPRISE

25 Sun

APRIL

Joseph Duncan invents the Addressograph in 1896. Isn't it odd -- if you build a big business, you're a sinister influence; if you don't, you're a failure.

26 Mon

Remember when movies were rated as to how good they were, rather than who could view them?

27 Tue

America is the greatest force that God has ever allowed to exist on his footstool. *Dwight D. Eisenhower*

28 Wed

First United States Mint established in 1792. Be sure to give your legal tender loving care.

29 Thu

Empire State Building dedicated as World's Tallest, N.Y. City, 1931. Every man is the architect of his own fortunes.

30 Fri

The "Boston Newsletter," the first regularly issued American newspaper, began publication in 1704.

1 Sat



MAY

What's so rare as a day in May? A customer asking if it would be all right to prepay.

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AMERICAN INCENTIVE SYSTEM ALMANAC

2 Sun

MAY

I had a better year than he did. Babe Ruth, in 1929, when asked about having a higher income than President Hoover.

3 Mon

Transcontinental railway complete, Promontory, UT, 1869. Next-best thing to knowing something? Knowing where to get it.

4 Tue

Linus Yale, Jr. starts his lock company, 1851. If hard work is the key to success, most people would rather pick the lock.

5 Wed

The dole is utterly demoralizing; its chief effect is to turn the unemployed into the unemployable. *William Ralph Inge*

6 Thu

A nation is more prosperous today that has not obstructed the spirit of free enterprise and private initiative.

7 Fri

Carnation company incorporated in 1920. Ever feel like the idle rich get the cream and the poor get the skim milk?

8 Sat

Whatever is worth doing at all is worth doing well. *Earl of Chesterfield, 1746.*

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A DAILY CHRONICLE OF ENTERPRISE

9 Sun

MAY



Mother's Day -- Were women given less of a sense of humor so they could love men instead of laughing at them?

10 Mon

Sense of humor is a business asset. It attracts friends, lightens burdens, and is a direct route to serenity.

11 Tue

Whatever makes men good Christians makes them good citizens. *Daniel Webster*

12 Wed

Business is a game, the greatest game in the world, if you know how to play it. *Thomas J. Watson, former CEO of IBM*

13 Thu

Statesmen will tell you what is true though unpopular. Politicians tell you what is popular though untrue.

14 Fri

A man's country is not land, it is a principle. Patriotism is loyalty to that principle. *George William Curtis.*

15 Sat

In Communism, all share equally in getting the short end of the stick. Capitalism makes longer sticks. *Robert Orben*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

16 Sun MAY

In a private enterprise economy, rewards are based on creative, productive effort.

17 Mon

U.S. began first regular air-mail service in 1918. Attitude often determines altitude.

18 Tue

IBM incorporated on this day in 1911 in New York. Free enterprise means do your best, or you will be supplanted.

19 Wed

New York Stock Exchange founded in 1792. A bull can make money; so can a bear, but a hog never can.

20 Thu

No nation can be destroyed while it possesses a good home life. *Josiah Gilbert Holland*

21 Fri

First U.S. Corporation, Harvard College, started 1650. True education enrolls at the cradle and graduates at the grave.

22 Sat

Average income is higher than ever. The number of jobs is greater. What is it? It's free enterprise. It's incentive. It's reward. It's fun. *Malcolm Forbes*

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

23 Sun MAY

U.S. Copyright Law enacted in 1790. There have been three great inventions: fire, the wheel, and central banking.

24 Mon

If it ain't broke, don't fix it -- unless you are a consultant. *William G. Rossiter*

25 Tue

Constitutional Convention opened in Philadelphia, 1787. The Constitution and the Bill of Rights were designed to limit government, not the people.

26 Wed

Ben Franklin invents bifocals, 1785. He discovered electricity -- but the inventor of the meter made the money.

27 Thu

Automated Computing Pendulum-Type Scales were patented by A. DeVilbiss, Jr., in Toledo, Ohio, in 1900.

28 Fri

The Golden Gate Bridge opened in San Francisco in 1937.

29 Sat

Every short statement about economics is misleading (with the possible exception of the present one). *Alfred Marshall*

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AMERICAN INCENTIVE SYSTEM ALMANAC

30 Sun

MAY

America is the land of opportunity if you're a businessman in Japan. *Lawrence J. Peter*, author of *The Peter Principle*

31 Mon

Memorial Day -- The truth is, all might be free if they valued freedom and defended it as they ought. *Samuel Adams*

1 Tue



JUNE

First of June -- nothing done by the Senate. *Cicero*, 60 B.C.

2 Wed

Adam Smith, author of *The Wealth of Nations*, born in 1723. Our wealth is exemplified by the freedom he taught.

3 Thu

P.T. Barnum's first circus tour, 1838. Humor washes away the dust of everyday life. Wear a smile -- one size fits all.

4 Fri

The way to crush the bourgeoisie is to crush them between the millstones of taxation and inflation. *Nikolai Lenin*

5 Sat

The average American works until early June to pay taxes. If that period ever runs to tomorrow, expect fireworks.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

6 Sun

JUNE

Choose a job you love, and you will truly never have to work another day in your life.

7 Mon

The history of liberty is a history of limitations of governmental power, not the increase of it. *Woodrow Wilson*

8 Tue

Take care to be an economist in prosperity; there is no fear of your not being one in adversity. *Zimmerman*

9 Wed

In 1869, the first vacuum cleaner patent was issued to I.W. McGaffrey, who really cleaned up.

10 Thu

Liberty is the one thing you cannot keep unless you are willing to give it to others. *William Allen White*

11 Fri

So many books on how to profit in bad times! Makes you wish for a catastrophe so everyone could get rich.

12 Sat

Bureaucrats are often very good at cutting red tape -- the only problem is that they tend to cut it lengthwise.

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AMERICAN INCENTIVE SYSTEM ALMANAC

13 Sun

JUNE

Buying on the installment plan, you don't need a calendar.

14 Mon

Flag Day -- Continental Congress adopted the Flag of the United States in 1777. Today, let's not make it a white one.

15 Tue

Free enterprise -- it often has more practitioners than friends.
Robert Parker

16 Wed

It is poor economy to cut down on schools and use the money later on jails and reformatories.

17 Thu

The trouble with managed economies is the mismanagement.

18 Fri

George Washington appointed Commander in Chief of the Continental Army in 1775.

19 Sat

Remember -- Don't criticize a farmer with your mouth full.

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A DAILY CHRONICLE OF ENTERPRISE

20 Sun

JUNE

Father's Day -- Wise men profit by experiences; wiser men let the rattlesnake bite the other fellow. *Josh Billings*

21 Mon

Summer Begins -- Charles Goodyear was granted a patent for rubber vulcanization in 1844.

22 Tue

A setback is the opportunity to begin again more intelligently.
Henry Ford

23 Wed

The secret of economy is to live as cheaply the day after payday as you did the day before.

24 Thu

Business is a wonderful combination of war and sport.

25 Fri

Helen Keller, blind author and lecturer, born in 1880. If we can read and don't, we're no better off than those who can't.

26 Sat

Pan American Airways introduces the first regular plane service between the United States and Europe in 1939.

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AMERICAN INCENTIVE SYSTEM ALMANAC

27 Sun

JUNE

George W. Goethals, American engineer who built the Panama Canal, born in 1858.

28 Mon

Secret of living? Find people to pay you money to do what you would pay to do if you had the money. *Sarah Caldwell*

29 Tue

Definition of a Governor: A device you attach to a state government to keep it from running too fast.

30 Wed

Work spares us from three great evils: Boredom, Vice, and Want. *Voltaire*

1 Thu



JULY

Great lives never go out. They go on. *Benjamin Harrison*

2 Fri

First Pacific cable, running between San Francisco and Manila, opened by President Theodore Roosevelt in 1903.

3 Sat

There are no elevators in the House of Accomplishments -- only stairs leading from one floor to the next, and you get stuck where you stop. *Letterman*

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A DAILY CHRONICLE OF ENTERPRISE

4 Sun



JULY

Independence Day -- Continental Congress, in 1776, passed a one-page document saying, "We're in charge here."

5 Mon

You can't pass a law against an idea. The only way to fight an idea is to show a better one.

6 Tue

Congress legalized trademarks in 1870. We do not need to destroy competing economic systems -- just surpass them.

7 Wed

A politician gets money from the rich and votes from the poor, arguing that he is protecting each one from the other.

8 Thu

"Man" is the first syllable in Management. *C.T. McKenzie*

9 Fri

Spend your vacation in your own backyard. Friends will truly know you: sensitive, introspective, homeloving, and broke.

10 Sat

U.S. established minimum wage of 35 cents an hour in 1937. Many workers received raises; some lost their jobs. It's a supply and demand problem, even at today's rates.

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AMERICAN INCENTIVE SYSTEM ALMANAC

11 Sun

JULY

Nothing can bring you peace but the triumph of principles.
Ralph Waldo Emerson

12 Mon

In all of human history, only the free market has solved the age-old problem of scarcity. *Benjamin Franklin*

13 Tue

Pity the man who believes in communism--he believes in something that doesn't believe in him. *Fred McAlister*

14 Wed

The bad things done by business fill a book, but the good things would fill a library. *Charles "Tremendous" Jones*

15 Thu

Sherwin-Williams Company, the world's largest producer of paint, was incorporated in Ohio in 1894.

16 Fri

Proctor & Gamble unveiled a floating soap, 1879. Success depends on functioning of glands, especially sweat glands.

17 Sat

A vacation is something you take when you can't take what you Are taking.

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A DAILY CHRONICLE OF ENTERPRISE

18 Sun

JULY

Advertising is the greatest art form of the twentieth century.
Marshall McLuhan

19 Mon

Samuel Colt, firearms inventor, born in 1814. The future is a moving target--better take careful aim.

20 Tue

U.S. astronaut Neil Armstrong became the first person to walk on the moon in 1969. Heard about the new restaurant on the moon? Great food, no atmosphere.

21 Wed

First public opinion poll predicts Jackson president in 1824.

22 Thu

Ice cream cone invented in St. Louis, Missouri, in 1904. Too many desserts can make you "thick" at your stomach.

23 Fri

Unless each produces more than he receives, increases his output, there will be less for him and all the others. *Bernard M. Baruch*

24 Sat

Everything that is really great and inspiring is created by individuals who labor in freedom. *Albert Einstein*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

25

JULY

George Stephenson demonstrated steam locomotive, 1814. Often the best helping hand you can get is a good push.

26 Mon

It is extraordinary to what an expense people will go in order to get something for nothing. *Robert Lynd*

27 Tue

The first permanent Atlantic cable completed in 1866. Bank of England incorporated in 1694.

28 Wed

Congress recently spent \$249,000 studying "Demographics of Happiness." Results: the happy are the young, healthy, and/or rich; the unhappy are the old, sick, and/or poor.

29 Thu

In caveman days, every woman had a fur coat, every man a private club, and backyard barbecues were mammoth.

30 Fri

George Eastman's first motion picture in 1928. Henry Ford, American automobile manufacturer, born in 1863.

31 Sat

Patent granted in 1791 to Samuel Briggs, on a machine for making nails. The first Lincoln penny issued in 1909.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

1 Sun



AUGUST

First United States census completed in 1790. San Francisco's first cable car went into operation in 1873.

2 Mon

How can man propose happiness to himself from the exercise of power over others? *Thomas Jefferson*

3 Tue

United States Steel replaced a 12-hour working day with 8-hour day in 1923. Productivity per worker hour increased.

4 Wed

If all misfortunes were laid in one heap, each must take an equal portion, we would take our own and depart. *Socrates*

5 Thu

Sir: a term of respect reserved for presidents, generals, elder statesmen, and, in August, air-conditioning repairmen.

6 Fri

I cannot give you a formula for success. The formula for failure? Trying to please everybody. *Herbert Bayard Swope*

7 Sat

It has been said that a hen is the only character that has produced any noteworthy results from sit-ins.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

8 Sun

AUGUST

A revolving door patent no. 387,571 was issued in 1888 to Theophilus Van Kannel of Philadelphia, Pennsylvania.

9 Mon

Business is sensitive. It goes only where it is invited and stays only so long as it is well treated. *Fred Waring*

10 Tue

The Columbia, flying the American flag, completed the first voyage around the world, 1790. Smithsonian founded, 1846.

11 Wed

If we cherish comfort and leisure more than freedom and property, we can lose both. *Alexander Solzhenitsyn*

12 Thu

The world will stand aside to let anyone pass who knows where he is going.

13 Fri

Thomas Edison invented the phonograph in 1877. An ounce of enterprise is worth a pound of government aid.

14 Sat

First motorized taxi cabs in N.Y. City began operation in 1907.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

15 Sun

AUGUST

U.S. Social Security Act passed, 1935. I remember when a liberal was generous with his own money. *Will Rogers*

16 Mon

Panama Canal opened in 1914. The trouble with man: he can learn complicated facts; he forgets simple truths.

17 Tue

The United States is the only country with a known birthday. *James G. Blaine*

18 Wed

Fulton's steamboat begins service in 1807. Don't watch the clock; do what it does. Keep going.

19 Thu

Every survival kit should include a sense of humor--a tonic for mind and body--the best antidote for anxiety.

20 Fri

Orville Wright, airplane designer, born in 1871. Philo Farnsworth, pioneer of electronic television, born in 1906.

21 Sat

Many don't relate the well-being of business and their own. They buy products, not the system itself.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

22 Sun

AUGUST

Don't tell your troubles to others. Most of them don't care, and the rest are glad of it.

23 Mon

John Fitch demonstrated his side-wheel paddle steamboat, 1787. The steamship, *Savannah*, crossed the Atlantic, 1818.

24 Tue

First photograph of the Earth as seen from the moon was transmitted by satellite, *Orbiter 1*, in 1966.

25 Wed

British burned the White House in 1814. Americans used to shout, "Give me liberty!" Now we leave off the last word.

26 Thu

Health and good humor are to the human body as sunshine is to vegetables. *Jean Baptiste Massillon*

27 Fri

Ottmar Mergenthaler received a patent for his linotype machine in 1884.

28 Sat

Oil production began commercially when Edwin Drake struck oil in Titusville, Pennsylvania in 1859.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

29 Sun

AUGUST

How to get rich? Buy good stock, hold it till it goes up, then sell it. If it doesn't go up, don't buy it. *Will Rogers*

30 Mon

Automobile pioneer Charles Kettering born, 1876. One can't climb the ladder of success with his hands in his pockets.

31 Tue

Adversity has the effect of eliciting talents which in prosperous circumstances would have lain dormant.

1 Wed



SEPTEMBER

Nice guys don't finish last. Nice guys are winners before the game ever starts.

2 Thu

Brian Flaherty, 10, became first U.S. newsboy, 1838. Eastman patented first roll film camera, "Kodac," 1888.

3 Fri

The ancestry of the haves and have-nots can be traced back to the dids and the did-nots.

4 Sat

How was the growing season for you? The richest soil, if uncultivated, produces the rankest weeds.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

5 Sun

SEPTEMBER

Life is hard by the yard, but a cinch by the inch.

6 Mon

Labor Day -- Established by P. J. McGuire, 1882, to honor American workers. How about a Capital Day, too, to honor entrepreneurs who create the jobs?

7 Tue

Best thing about the future? It only comes one day at a time.

8 Wed

A government that robs Peter to pay Paul can always depend on the support of Paul. *George Bernard Shaw*

9 Thu

Labor is an unpleasant necessity to obtain the most return for the least effort. *Adam Smith, Wealth of Nations*

10 Fri

No one ever finds life worth living. One always has to make it worth living. *Richard H. McFeely*

11 Sat

Patriot's Day -- Remember--These colors don't run.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

12 Sun

SEPTEMBER

Grandparent's Day -- Remember this? If we had known grandkids were so great, we would have had them first.

13 Mon

School dropouts don't realize they'll need a sheepskin to keep the wolf away from the door.

14 Tue

Mail-order business founded 1871 by F.B. McCrea. Keep thy shop and thy shop will keep thee. *George Chapman*

15 Wed

If your faith in the free enterprise system is running down, a trip to Russia is a wonderful booster shot.

16 Thu

Liberty means responsibility. That is why most men dread it. *George Bernard Shaw*

17 Fri

America is the best country for the common man -- if he can't make it here, he won't make it anywhere else. *Hoffer*

18 Sat

Washington laid the cornerstone of the Capitol in 1793.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

19 Sun SEPTEMBER

Washington's farewell address in 1796. Recently, a man went to Washington with needs simply stated--a simple problem, and they made it complicated.

20 Mon

First commencement was held at Harvard College, Cambridge, Massachusetts, in 1642.

21 Tue

Four things can't come back -- the spoken word, the sped arrow, the past life, and the neglected opportunity.

22 Wed

Fall Begins -- When did summer end? When dispositions, the shore, and the lawn all became crabby.

23 Thu

In the fall, the family that rakes together, aches together.

24 Fri

If you have never been amazed by the very fact that you exist, you are squandering the greatest fact of all.

25 Sat

The youth of America is their oldest tradition. It has been going on now for three hundred years. *Oscar Wilde*

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

26 Sun SEPTEMBER

Samuel Adams, American patriot, born in 1722.

27 Mon

First night football game played at Mansfield, Pennsylvania, in 1892 -- 22 men fighting over a bag of wind.

28 Tue

James Lawrence, who cried "Don't give up the ship," was born in 1781. When freedom is sinking, man the pumps!

29 Wed

It is a socialist idea that making profits is a vice. I consider the real vice is making bosses. *Winston Churchill*

30 Thu

A good boss is a guy who takes a little more than his share of the blame and a little less than his share of the credit.

1 Fri



OCTOBER

A man kept the first dollar he made in a gold frame. Today the dollar is worth 20 cents and the gold frame \$40.

2 Sat

Use the talents that you possess, for the woods would be very silent if no birds sang except the best.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

3 Sun OCTOBER

Pacific Ocean crossed by air, nonstop in 1931. Henry J. Kaiser builds a complete Liberty ship in 27 days in 1793.

4 Mon

President Truman made the first Presidential telecast address, 1947. Edison showed his first motion picture, 1889.

5 Tue

First double-decked steamboat, the Washington, arrived at New Orleans in 1816. When we're in the same lifeboat on a stormy sea, we owe each other a terrible loyalty.

6 Wed

Being powerful is like being a lady. If you have to tell people you are, you aren't. *Margaret Thatcher*

7 Thu

Economic Law of Double Disappearance not taught in school: When the price goes out of sight, the shortage disappears.

8 Fri

The more government in the economy, the less economy in the government.

9 Sat

The 2010 Fiscal Year starts today. Don't think of it as the Federal Budget, rather the box that inflation came in.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

10 Sun OCTOBER

Nobel economist Milton Friedman's 11th commandment: "Everyone should be free to do good--at his own expense."

11 Mon

Columbus Day observed. Columbus didn't know where he was going--when he got there he didn't know where he was--when he got home, he didn't know where he had been.

12 Tue

True happiness is not the absence of conflict, but the ability to cope with it.

13 Wed

Yesterday is a cancelled check. Tomorrow is a promissory note. Only today is ready cash. Spend it well!

14 Thu

When it is a question of money, everybody is of the same religion. *Voltaire*

15 Fri

Alfred Nobel, inventor of dynamite, Swedish philanthropist and founder of the Nobel Prize, was born in 1833.

16 Sat

Boss's Day -- Office Rule #1 -- The Boss is always right. Office Rule #2 -- If the Boss is ever wrong, consult Rule #1.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

17 Sun

OCTOBER

First transcontinental telegram sent, 1861. Hershey, largest U.S. maker of chocolate products, incorporated, 1927.

18 Mon

Even a virtuous life has its risks. The couple who goes to bed early to save candles ends up with twins.

19 Tue

The federal government's tax policies have truly made us feel that we are our brother's keeper. *Robert Orben*

20 Wed

Albert Einstein came to the U.S. in 1933, a Jew unwelcome in Nazi Germany. History moves in strange ways.

21 Thu

Mary Roebling is first woman stock exchange director in 1958.

22 Fri

The best portion of a good man's life is his little, nameless, unremembered acts of kindness and love. *William Wordsworth*

23 Sat

Jonas Salk, developer of a polio vaccine, born 1914.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

24 Sun

OCTOBER

If communism is so wonderful, why was Russia reluctant to take down its Iron Curtain and put in some picture windows?

25 Mon

Remember that the faith that moves mountains always carries a pick.

26 Tue

Blessed is he who is too busy to worry in the daytime and too sleepy to worry at night.

27 Wed

In 1870, the U.S. Weather Bureau made its first observation, and weathermen started buying malpractice insurance.

28 Thu

Kids say, "Variety is the spice of life" -- but monotony buys the groceries. Amen, moms and dads?

29 Fri

Blackest day in stock market history. Prices collapsed in 1929, signaling the start of an economic depression.

30 Sat

Keep your economy free, your government small, and your taxes low. *William Simon*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

31 Sun

OCTOBER

Halloween -- Why do kids dress up like monsters? Do they prefer to be with their own kind? Certainly not.

1 Mon



NOVEMBER

First U.S. automobile patent was granted to George B. Selden in Rochester, New York, in 1895.

2 Tue

Election Day--U.S. Constitution set the first Tuesday after the first Monday in November as Federal Election Day.

3 Wed

Voting is that brief, glorious moment that separates your saying "What shall I do?" and "What have I done?"

4 Thu

If you're a politician, voting booths are very symbolic. For some, it's levers of power. For others, it's curtains.

5 Fri

Poverty is not dishonorable in itself, but only when it comes from idleness, intemperance, extravagance, and folly.

6 Sat

Marxism has not only failed to promote human freedom; it has failed to produce food.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

7 Sun

NOVEMBER

Daylight Savings Time Ends-- Fall Back.

8 Mon

I know only two tunes: one of them is *Yankee Doodle*, and the other isn't. *Ulysses S. Grant*

9 Tue

Political economy are two words that should be divorced on the grounds of incompatibility.

10 Wed

A good man doubles the length of his existence. To live so as to look back with pleasure on life is to have lived twice.

11 Thu

Veteran's Day--God grants liberty to those who love it, and are ready to guard and defend it. *Daniel Webster*

12 Fri

Federal Reserve Bank System opened in 1914 to promote full employment, stable prices, and economic growth.

13 Sat

Canadian physician Frederick Grant Banting, famous for discovering insulin, was born in 1891.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

14 Sun

NOVEMBER

Articles of Confederation approved by Congress in 1777. Good government cannot exist beside bad politics.

15 Mon

Let us remember that our national unity is a most priceless asset. *Gerald Ford*

16 Tue

Nearly all men can stand adversity, but if you want to test a man's character, give him power. *Abraham Lincoln*

17 Wed

In 1926, Peter Minuit bought Manhattan for \$24. Investigate before you invest. *Better Business Bureau*

18 Thu

Drive-in banking inaugurated in 1946. Rags make paper; paper makes money; money makes banks; banks make loans; loans make poverty; poverty makes rags. *Coxey*

19 Fri

Abraham Lincoln delivered Gettysburg Address in 1863.

20 Sat

Employee's time recorder was patented by Willard Bundy in 1888. So, give a day's work for a day's pay.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

21 Sun

NOVEMBER

Some see private enterprise as a tiger to shoot or a cow to milk. It's a healthy horse, pulling a sturdy wagon. *Churchill*

22 Mon

We have committed the Golden Rule to memory; let us now commit it to life.

23 Tue

All work and no play makes Jack a dull boy--and Jill a wealthy widow. *Evan Esar*

24 Wed

To us, tomorrow is Thanksgiving. To a turkey, it is planned obsolescence; it has one foot in the gravy.

25 Thu



Thanksgiving Day--First National Thanksgiving Day proclaimed by President George Washington in 1789.

26 Fri

To run a business without advertising is to wink at a pretty girl in the dark. You know what you're doing; she doesn't.

27 Sat

Man with only a hammer in tool box thinks every problem is a nail. *Old Chinese Saying*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

28 Sun

NOVEMBER

What have you done for liberty? If nothing, what can freedom mean to you? *William Jennings Bryan*

29 Mon

Philadelphia Savings Fund Society in 1816 became the first U.S. bank. He is poor who has nothing but money. *Holzblatt*

30 Tue

The only thing necessary for evil to triumph is for good people to do nothing. *Edmund Burke*

1 Wed



DECEMBER

It is well that war is so terrible, or we should grow too fond of it. *Robert E. Lee at Battle of Fredericksburg*

2 Thu

First human heart transplant performed by Christian Barnard, South African surgeon, in 1967.

3 Fri

In every adversity, there are seeds of an equal or greater opportunity. *Clement Stone*

4 Sat

The folding theater chair was patented, in 1854, by Aaron H. Allen of Boston, Massachusetts.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

5 Sun

DECEMBER

A visitor to N.Y. City asked a pedestrian: "How do I get to Carnegie hall?" The response: "Practice, practice, practice."

6 Mon

The highest reward for a person's toil is not what they get for it, but what they become by it. *John Ruskins*

7 Tue

Japan bombed Pearl Harbor, 1941. In the war against inflation, there are neither hawks nor doves--just pigeons.

8 Wed

Perhaps what's wrong with our economy is that there isn't any.

9 Thu

Life expectancy increased 44% in this century. That speaks well of free enterprise. May you live all the days of your life.

10 Fri

If you want economy, never let an economic question get into politics.

11 Sat

In business, it's not only the crook who is to be feared, but the honest man who doesn't know what he's doing. *Young*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

12 Sun

DECEMBER

Don't let dry eyes, hard noses, and cold feet keep you from being a servant to others.

13 Mon

Screw patent in connection with a machine for making screws granted to David Wilkinson of Rhode Island, 1798.

14 Tue

Orville Wright made first heavier-than-air flight in Kitty Hawk, North Carolina, in 1903.

15 Wed

Bill of Rights ratified, 1791. Politicians think of the next election; statesmen consider the next generation.

16 Thu

The Continental Army camped at Valley Forge, Pennsylvania, 1777. Take away the chance to lose, and you lose the right to win.

17 Fri

First atomic power plant in the U.S. at Shippingport, Pennsylvania, began to produce electric power in 1957.

18 Sat

This is the magic time of year when the neighbors run in, the batteries run down, and the bills run up.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

19 Sun

DECEMBER

During the holiday season every home in America could use a bathroom scale that's seasonally adjusted.

20 Mon

Territory is the body of a nation. People who inhabit its hills and valleys are its soul, its spirit, its life. *James Garfield*

21 Tue

Winter Begins--Winter's promise: Everything's going to be all "white."

22 Wed

Take the first step in faith. You don't have to see the whole staircase, just take the first step. *Martin Luther King, Jr.*

23 Thu

Show me a kid who does not believe in Santa, and I'll show you a "rebel without a Claus."

24 Fri

This is the night when, calling the North Pole, you get a message, "Hi, this is Santa, I'm not in right now, but..."

25 Sat

CHRISTMAS--We go through three stages in our relationship with Santa: (1) We believe in him; (2) We don't believe in him; (3) We are him. The last is most expensive.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

26 Sun

DECEMBER

Being the President of the United States is like being Santa Claus. Things get dumped in your lap 365 days a year.

27 Mon

God gives talent, work transforms talent into genius. *Anna Pavlova*

28 Tue

Life is like an onion: we peel it off one layer at a time, and sometimes we weep.

29 Wed

Hide not your talents. They for use were made. What's a sundial in the shade? *Ben Franklin*

30 Thu

Real charity doesn't care if it's tax deductible or not.

31 Fri



NEW YEAR'S EVE -- He who hoots with the owls at night cannot soar with the eagles in the morning.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

Harding University Searcy, Arkansas

YEARSCOPE

JANUARY _____

FEBRUARY _____

MARCH _____

APRIL _____

MAY _____

JUNE _____

2010

JULY _____

AUGUST _____

SEPTEMBER _____

OCTOBER _____

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2010 PERSONAL RECORD

NAME _____

STREET _____

CITY _____

HOME TELEPHONE _____

BUSINESS TELEPHONE _____

FAX NUMBER _____

BUSINESS ADDRESS _____

SOCIAL SECURITY NUMBER _____

IN CASE OF ILLNESS OR ACCIDENT NOTIFY

NAME _____

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SPECIAL EMERGENCY INSTRUCTIONS

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2010

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2011

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NOTES

ABOUT THE COMPILER

Dr. Don Diffine is currently Professor of Economics at Harding University in Searcy, Arkansas, and Director of the Belden Center for Private Enterprise Education. Senior Research Associate of Harding's American Studies Institute, Dr. Diffine is listed in the Heritage Foundation's Guide to Public Policy Experts.

A member of the Governors Council of Economic Advisors (1998-2009), Dr. Diffine has provided Congressional testimony on business problems, economic impact statements, and inflation-recession dilemmas. He has 10 books and 20 monographs in print and presently serves on the Board of Directors of the Arkansas Council of Economic Education.

The recipient of the \$7,500 Freedoms Foundation Principle Award for Excellence in Private Enterprise Education, Dr. Diffine has received 16 additional Freedoms Foundation awards in the categories of Non-profit Publications, Economic Education, Public Affairs-Advertising, Public Address, and Published Works. He is the faculty winner of a \$1,000 First Place prize in a national essay contest judged by Nobel Economist Milton Friedman.

In 2000, Diffine was inducted into the Samuel Moore Walton Free Enterprise Hall of Fame. He received the "Champion of Enterprise" award in 1995 from the Students in Free Enterprise Hall of Fame in Kansas City. The First Annual Distinguished Scholar Award was also presented in 1998 to Dr. Diffine in Cleveland, Ohio, by the Association of Private Enterprise Education.

Dr. Diffine's wife, Dion, is from Kailua, Hawaii. She is a retired math teacher, Searcy public schools. The Diffines have two children: David, a medical doctor; and Danielle, an accountant.